

## FatFace unveils *Face to Face*, its new personal styling service

British lifestyle brand FatFace is proud to launch *Face to Face*, its very first personal styling service, arriving in selected stores from 15th March.

Bringing a relaxed and welcoming approach to personal styling, *Face to Face* offers complimentary one-to-one sessions that celebrate individual style in a way that feels authentic *and* achievable. The service reflects FatFace's passion for building meaningful connections with its customers, through a down-to-earth approach that inspires confidence, sparks new ideas, and empowers shoppers to explore new pieces they'll love to wear every day.

**The initiative will launch as a trial in six FatFace stores across the UK, including: *Belfast, Chester, Derby, Horsham, Norwich and Wimborne.***

The brand's friendly personal stylists will take the time to understand a customer's lifestyle, preferences, and wardrobe goals. From refreshing trusted staples to selecting pieces for a special occasion, each appointment will be tailored to the individual, with expert guidance to suit their needs and style.

"We're thrilled to announce the launch of *Face to Face*, an exciting first for FatFace. Our new service gives customers the chance to get to know their style *and* our collections in a personal, pressure-free environment.

Our aim is to ensure every customer feels confident, inspired and excited about the pieces they wear day in, day out."

Keely Stocker, Marketing and Ecommerce Director at FatFace

Appointments are free and can be booked online or arranged in participating stores. The trial will run until the summer months, with the ambition to roll out the service to FatFace stores nationwide.